

DEPARTMENT OF PLANNING
STAFF REPORT

PLANNING COMMISSION PUBLIC HEARING

DATE OF HEARING: June 18, 2009

ZMOD 2009-0002, Ashley Furniture Comprehensive Sign Package

DECISION DEADLINE: August 4, 2009

ELECTION DISTRICT: Potomac

PROJECT PLANNER: Ginny Rowen

EXECUTIVE SUMMARY

Kimco Realty Corporation of Lutherville, Maryland proposes to implement a Comprehensive Sign Package that changes the permitted number, size, height and illumination of signs associated with a prospective 30,000 square foot tenant in an existing retail building. The building is part of the Dulles Town Crossing shopping center and sits on 34.45 acres on the south side of Nokes Boulevard, west of City Center Boulevard and east of Atlantic Boulevard at 45591 Dulles Eastern Plaza. The property is zoned PD-CC-RC (Planned Development-Commercial Center-Regional Center) zoning district and is in the Route 28 Taxing District. Filling vacant commercial space has clear benefits for the County and the scope of the proposed modification is narrow; however, the proposed size and height of the signs, elevated above the roofline using a structure that is inconsistent with the existing shopping center has broader ramifications.

RECOMMENDATION

Staff does not support the proposed increase in the number, height and size of signs. The modifications are inconsistent with other signs in the shopping center, they do not address the public purpose or the applicant's needs, and they may set a precedent that will change the character of signs in retail areas. Staff recommends the applicant pursue an alternative approach.

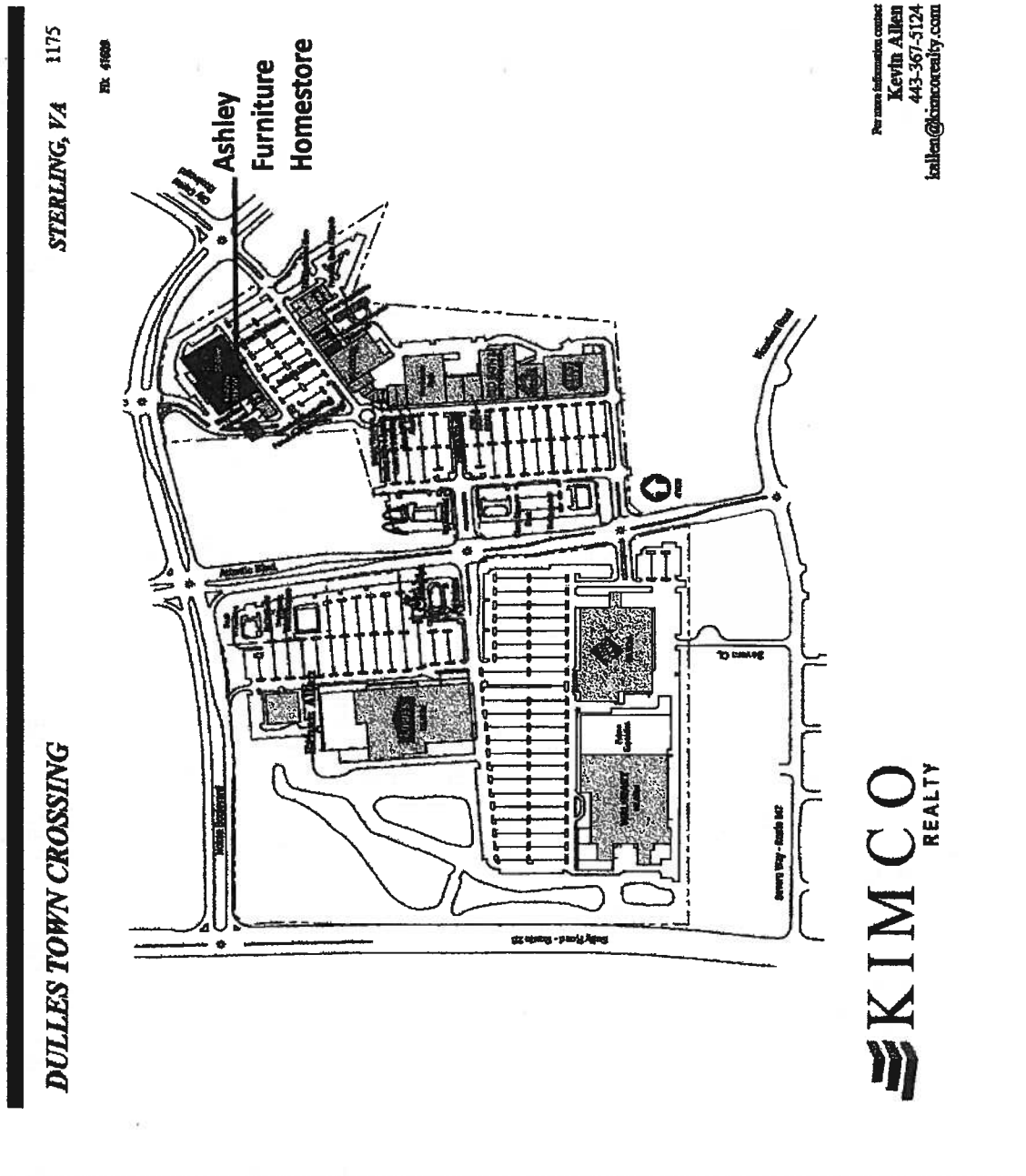
SUGGESTED MOTIONS

1. I move that the Planning Commission forward ZMOD 2009-0002, Ashley Furniture Comprehensive Sign Package, to the Board of Supervisors with a recommendation of denial based on the attached Findings.

OR,

2. I move that the Planning Commission forward ZMOD 2009-0002, Ashley Furniture Comprehensive Sign Package, to the Board of Supervisors with a recommendation of approval subject to the Conditions of Approval dated June 18, 2009, and based on the following findings:

VICINITY MAP



Directions: from Leesburg, take Route 7 east to south on Route 28. Take Route 28 south to east on Nokes Boulevard. Take Nokes Boulevard east to south on City Center Boulevard. Shopping Center is on the right immediately south of Nokes Boulevard.

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I. APPLICATION INFORMATION

APPLICANT/OWNER: Kimco Realty Corporation
170 West Ridgely Road
Lutherville, Maryland 21093

REPRESENTATIVES: Walsh, Colucci, Lubeley, Emrick and Walsh
Christeen Gleckner
One East Market Street
Leesburg, Virginia 20176

PROPOSAL: A Zoning Modification for a Comprehensive Sign Package.
The application was accepted for review on May 8, 2009.

LOCATION: Southwest quadrant of intersection of City Center Boulevard
and Nokes Boulevard.

TAX MAP/PARCEL: 030 37 0526

ZONING: PD-CC-RC (Planned Development - Commercial Center –
Regional Center)

PROPOSED RESIDENTIAL UNITS: N/A

PROPOSED NON-RESIDENTIAL FLOOR AREA: N/A

SURROUNDING -	<u>ZONING</u>	<u>EXISTING LAND USE</u>	<u>PLANNED LAND USE</u>
NORTH	PD-SC	Retail/Residential/Office	Keynote/Urban Center
SOUTH	PD-CC-RC	Retail Shopping Center	Keynote/Dest. Retail
EAST	PD-IP	Vacant/Office/Retail	Keynote Employment
WEST	PD-CC-RC, PD-IP	Shopping Center	Keynote/Dest. Retail

ELECTION DISTRICT: Potomac

II. SUMMARY OF DISCUSSION

Topic/Issue Area	Issues Examined and Status
Comprehensive Plan	<ul style="list-style-type: none"> Sign Package should apply to entire project or entire building and promote a comprehensive design. Issue unresolved.
	<ul style="list-style-type: none"> Size and height of signs is out of scale with remainder of the project. Issue unresolved.
Zoning	<ul style="list-style-type: none"> Sign Package is not comprehensive. Issue unresolved.
	<ul style="list-style-type: none"> Sign height is above the roofline – recommend lower height.
	<ul style="list-style-type: none"> Scale of signs are not consistent with existing signs in the project.

Policy or Ordinance Sections Subject to Application
<u>Revised General Plan</u>
Countywide Retail Plan Amendment (Retail Plan)
Chapter 5 / Built Environment Policies / Policy 1
Chapter 11 / Design Guidelines / B. Suburban Community Design Guidelines / Community Form / Policy 1.d.
Chapter 5 / Group Five: Complementary Elements / B. Lighting & Night Sky / Policy 1
<u>11993 Zoning Ordinance</u>
Section 5-1200, Signs

III. FINDINGS

- The application is inconsistent with the Revised General Plan because it is not comprehensive in scope and it is inconsistent with other signs in the shopping center.
- The building orientation blocks the view of the storefronts from the perimeter roads. Based on simulations, the larger, higher signs will only slightly improve this situation.
- The proposed signs, architectural feature and color scheme will significantly alter the character of the shopping center or impact the view from adjacent streets.
- The increase in number and size of signs is larger than the signs used by other tenants in the shopping center.
- The proposed modification to sign height is unique and could set a precedent that allows signs to extend substantially above rooftops.

IV. CONDITIONS OF APPROVAL (June 18, 2009)

Should the Commission wish to pursue the application, staff recommends the following conditions of approval:

Staff recommends the following conditions of approval:

1. Substantial Conformance. Sign materials, colors, size, height, location, number, and lighting shall be provided in substantial conformance with the Ashley Furniture Homestore Dulles Town Crossing Comprehensive Sign Package" dated May 6, 2009 and revised May 12, 2009. Approval of this application does not relieve the Property of any Zoning Ordinance, Codified Ordinance, or any other requirement. In the event of a conflict between the approved Comprehensive Sign Plan and the Zoning Ordinance, the provisions of the Zoning Ordinance shall supersede the approved Comprehensive Sign Plan.
2. One of the three modified signs may be up to 240 square feet in area and the remaining two signs shall not exceed 120 square feet.
3. No animation, neon, or moving lights shall be permitted. Signs shall be backlit and shall contain no exposed lighting elements. No sign illumination shall spill upward or reflect or cast glare onto adjacent properties or roadways.
4. Individual signs shall be maintained in good condition.
5. The cupola feature supporting the proposed signs shall be constructed of the same brick as the existing building and shall use the same color scheme as the existing building and parapet on the adjoining tenant space

V. PROJECT REVIEW

A. Context



Kimco Realty is seeking to secure Ashley Furniture Homestore as a tenant, leasing an approximately 30,000 square foot retail space within Dulles Town Crossing. The lease is contingent upon receiving approval of the corporate signs proposed in this sign package. The applicant indicates a leasing decision will be made by August 2009 and they have limited the scope of the sign package to the one inline store front in the hopes of meeting that deadline. The applicant also indicates that a subsequent sign package could be submitted pending any amendments to the County's Sign standards.

The applicant proposes that the larger signs and greater height are needed to overcome visibility problems. Based on the illustrations provided, staff recommends an alternative approach. The modifications do not adequately address the problem to justify the modifications. The shape of the sign is consistent with most other tenants in that they are

using corporate logos and design schemes. There is no consistent design theme beyond the use of similar color by several smaller tenants.

The proposed sign package is limited to three store entrance signs; all contain the same logo design. The applicant also proposes constructing a cupola for the purpose of elevating the signs. The three building-mounted signs project over the store entrance, one on the front and two on the sides. The front sign will occupy a maximum of 240 square feet while the two side signs will each consist of 120 square feet. All three signs will total no more than 480 square feet.

The proposed signage requires the following modification of Section 5-1204(D)(3)(j) of the Zoning Ordinance, the regulations for inline structures in the PD-CC-RC zoning district with over 15,000 square feet of floor area:

1. Increase the total aggregate sign area from 200 square feet to 480 square feet;
2. Increase the maximum number of signs from one sign per entrance to 3 signs;
3. Increase the maximum area of any one sign from 60 square feet to 240 square feet; and
4. Increase the maximum height of the signs from the roofline to 46 feet above grade.

A matrix is attached comparing the proposed sign types with the requirements of the Ordinance.

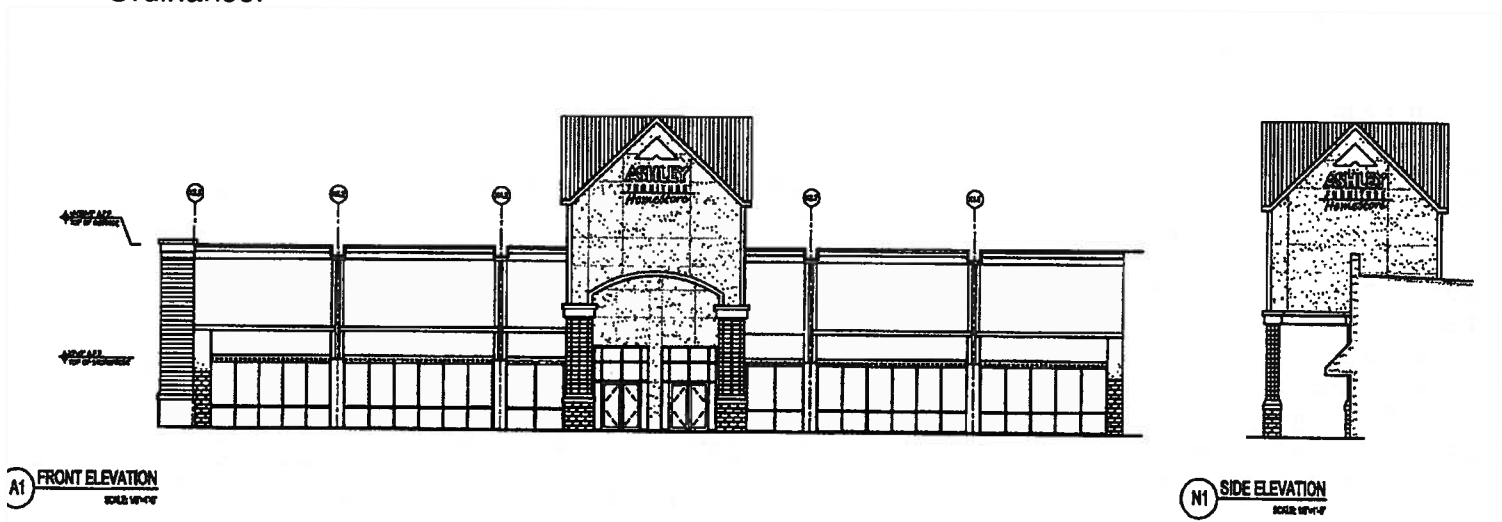


Figure 1. Proposed architectural feature and signs.

The proposed Comprehensive Sign Package includes guidelines and illustrative drawings of the new proposed signage for Ashley Furniture Homestore. Three building-mounted signs are proposed on an architectural feature projecting over the store entrance, one on the front and two on the sides. The front sign will occupy a maximum of 240 square feet of space while the two side signs will take up 120 square feet, for an aggregate total of 480 square feet.

B. Summary of Outstanding Issues

- The application lacks the comprehensive approach envisioned by the Zoning Ordinance. The application is for a single tenant in a multi tenant building in a multi building shopping center. Up to this time, the approved signs throughout the shopping center have complied with the Ordinance without modification.
- The application proposes three signs facing the parking lot, none will add to the visibility from the surrounding roads and driveways despite the proposal to increase the sign height. The situation is no different for the other existing businesses in the center.
- The application proposes signs that are significantly higher than the roofline and the apparent roofline of the store. Allowing signs above the apparent roofline and allowing the applicant to build a cupola to elevate the signs would be precedent- setting.
- The proposed cupola design and color scheme is not compatible with the existing building.

C. Overall Analysis

Comprehensive Plan

The subject property is located within the Sterling Community in the Suburban Policy Area. The Revised General Plan designates this area for Keynote Employment uses with a Destination Retail Overlay. The retail policies of the Countywide Retail Plan Amendment ('Retail Plan') also apply.

The Retail Plan specifies that buildings within a multi-building retail center should exhibit a unity of design by using similar elements such as rooflines, materials, window arrangement, location of signage and architectural details. The Retail Plan specifies that signs for commercial centers should be an integral part of the overall center design with a unified graphic design scheme. The lack of a comprehensive proposal for signs that includes at least the tenants in the same building is contrary to the intent of County sign policies and the purpose of the modifications.



Figure 2. Applicant site and existing stores.

Several existing signs for the retail tenants at Dulles Town Crossing make use a consistent red color but most of the newer and larger tenant signs use the tenant's corporate logo, colors, fonts, etc. The corporate design for Ashley Furniture Homestore is consistent with the existing signage at Dulles Town Crossing.

Staff is primarily concerned that the architectural feature on which are located the proposed signs extends well over the existing roofline. The size and scale of the proposed individual signs will also be four times larger than the signs for adjacent tenants within the same building, all of which meet Zoning Ordinance requirements. Adjacent tenants include Atlanta Bread Company, Supercuts and Carpet Man.

The application proposes that the clarity and visibility of the signs directly impacts store viability. The addition of an elevated architectural feature allows the signs to be elevated to overcome the lack of visibility from adjoining streets. The applicant provided staff with simulations of the sign and cupola viewed from adjacent drives and also provided photos of the landscaping. It is apparent that the store's orientation, with its rear service areas and sidewalls facing the travelways, limits its visibility. The maturing landscaping and berms also impede site lines. However, the simulations also indicate the sign package modifications will not significantly help that situation.

Zoning

Zoning Administration also raised issues about the comprehensiveness of the proposal and the scale of signs. The proposed Ashley Furniture store is one of several tenants on the subject parcel, which is owned by a single owner. Staff proposes the applicant include the entire portion of land bay A2 or at least the entire building which contains this tenant space.

For an inline tenant within this zoning district, the zoning ordinance permits one (1) sign per public entrance which may not exceed 60 square feet in size with an aggregate total for all signs not to exceed 200 square feet. The Ordinance limits the height of the sign to the roofline of the building.

The applicant is proposing to increase the number of signs to three (3) per public entrance, with 1 main sign being 240 square feet and two additional signs at 120 square feet each. The total proposed sign area is 480 square feet. This proposed signage is 2.4 times the total allowed by the zoning ordinance and 4 times the permitted size for individual signs. The individual sign limit is also 4 times that of other tenants within this center.

The applicant is also proposing to construct an addition to the façade of the building, noted as an architectural feature in the Statement of Justification to allow placement of the sign above the roofline of the existing building. Previous sign packages have been limited to the roofline or the apparent roofline. The adjoining retail space has a parapet slightly above the roofline but it appears to be part of the roofline because of its width. A sign was permitted the additional height. Stores such as some Food Lion grocery stores have used a similar feature as part of the building design as an enclosure for their equipment and entrances. These structures have been allowed higher signs because they were integral to the store operation. In this case, staff is concerned that the purpose of feature is specifically to elevate the sign. In staff's opinion, this type of modification opens the door to rooftop billboards and a different skyline for the County and moves away from the principle that a sign be integrated into a building. Staff is also concerned with the proposed height of this structure for the purpose of signage. While the applicant has not provided the existing building height, based upon the included elevation, the existing building appears to be approximately 25 feet in height. This will place the signs 10-15' above the existing building.

Staff suggests the feature be lowered to be more consistent with the existing building and could accept a parapet design matching the adjoining tenant space. This would lower the sign to an acceptable height, establish more of an apparent roofline and provide a consistent architectural design. The applicant should also consider using an entrance sign each at vehicular entrance to the shopping center. The entrance sign could include the tenant names.

D. ZONING ORDINANCE CRITERIA FOR APPROVAL

Section 6-1310 states "... (i) in considering a special exception application, the following factors shall be given reasonable consideration, to the extent applicable, in addition to any other standards imposed by this Ordinance ..."

- (A) *Whether the proposed special exception is consistent with the Comprehensive Plan.*

The Destination Retail Overlay applies to the retail center and the proposed store is consistent with planned land uses. The proposed sign modifications do not meet the definition of a comprehensive sign package because they apply to only one store in a multi-tenant building. The modifications also do not offer a solution that exceeds the public purpose of the current Zoning standard.

- (B) *Whether the proposed special exception will adequately provide for safety from fire hazards and have effective measures of fire control.*

Not applicable.

- (C) *Whether the level and impact of any noise emanating from the site, including that generated by the proposed use, negatively impacts the uses in the immediate area.*

Not applicable.

- (D) *Whether the glare or light that may be generated by the proposed use negatively impacts uses in the immediate area.*

The applicant has committed to provide backlighting.

- (E) *Whether the proposed use is compatible with other existing or proposed uses in the neighborhood, and adjacent parcels.*

The proposed signs will exceed the size of other signs in the shopping center and there is no unifying design theme for the center. The elevated structure supporting the signs is not consistent with the architecture or color of the existing building. Staff feels it will detract from the unified design of the shopping center.

- (F) *Whether sufficient existing or proposed landscaping, screening and buffering on the site and in the neighborhood to adequately screen surrounding uses.*

The maturing landscaping on the property adequately screens surrounding uses. The applicant proposes to elevate the signs to improve visibility. The proposed modifications involve no landscaping.

- (G) *Whether the proposed special exception will result in the preservation of any topographic or physical, natural, scenic, archaeological or historic feature of significant importance.*

Not applicable.

- (H) *Whether the proposed special exception will damage existing animal habitat, vegetation, water quality (including groundwater) or air quality.*

Not applicable.

- (I) *Whether the proposed special exception at the specified location will contribute to or promote the welfare or convenience of the public.*

The proposed signage may improve customer convenience. The proposed tenant lease is reportedly contingent on approving the sign modifications. Filling existing retail space will promote the County economy. Staff is concerned that allowing signs to extend beyond the roofline of the building will set a major precedent that could detrimentally change the character of commercial areas.

- (J) *Whether the traffic expected to be generated by the proposed use will be adequately and safely served by roads, pedestrian connections and other transportation services.*

Not applicable.

- (K) *Whether, in the case of existing structures proposed to be converted to uses requiring a special exception, the structures meet all code requirements of Loudoun County.*

Not applicable.

- (L) *Whether the proposed special exception will be served adequately by essential public facilities and services.*

Not applicable.

- (M) *The effect of the proposed special exception on groundwater supply.*

Not applicable.

- (N) *Whether the proposed use will affect the structural capacity of the soils.*

Not applicable.

- (O) *Whether the proposed use will negatively impact orderly and safe road development and transportation.*

Not applicable.

- (P) *Whether the proposed special exception use will provide desirable employment and enlarge the tax base by encouraging economic development activities consistent with the Comprehensive Plan.*

The application proposes that filling the retail space is contingent on approval of the sign package. Filling the vacant space will be an important economic benefit to the County. There are several vacant tenant spaces in this shopping center.

- (Q) *Whether the proposed special exception considers the needs of agriculture, industry, and businesses in future growth.*

Not applicable.

- (R) *Whether adequate on and off-site infrastructure is available.*

Not applicable.

- (S) *Any anticipated odors which may be generated by the uses on site, and which may negatively impact adjacent uses.*

Not applicable.

- (T) *Whether the proposed special exception uses sufficient measure to mitigate the impact of construction traffic on existing neighborhoods and school areas.*

Not applicable.

VI. ATTACHMENTS	PAGE NUMBER
1. Review Agency Comments	
a. Planning, Comprehensive Planning	A-1
b. Building and Development, Zoning Administration	A-5
2. Applicant Submission – Response to Referral Comments	A-8
3. Applicant Submission – Statement of Justification	A-18
4. Applicant Submission – Disclosure of Real Parties in Interest /Reaffirmation	A-32
5. Ashley Furniture Homestore Sign Requirement Matrix (5-13-2009)	A-47

VII. MATRIX – PREVIOUSLY APPROVED COMPREHENSIVE SIGN PLANS

Attached is a matrix table that compares this application with recently approved comprehensive sign plans/packages. The approved sign packages are noted as being subject to the 1972 or Revised 1993 ordinances.

The matrix is limited to tenant signs and entrance signs, similar to the applicant's proposal. Note that the tenant signs vary by floor area of the tenant space.

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 5)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Background Structure				Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure				
	(a) (PD-CC(C)) Planned Development Community Center - Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD-TREC PD-TFC, PD-MUB, PD-RV, PD-OV District	2 SF/ linear foot of building frontage, not to exceed 60 sf	1/acade, no more than 3 signs	60 SF									
The Village Center at Belmont Greene 1972 Z0 ZMOD 2006-0015	Tenant Signs (>15,000 SF freestanding anchor)	624 SF (944 SF warning signs)	6	300 SF (240 SF warning sign)							Building Mounted	Roofline	
The Village Center at Belmont Greene 1972 Z0 ZMOD 2006-0015	corner tenant 4000-14699 SF--drive (rents the same size get less signage)	276 SF (816 SF warning signs)	4	60 SF (240 SF warning sign)							Building Mounted	Roofline	
	(b) (PD-CC (SC) & R(C)) Planned Development Small Regional Center and Regional Center - Entrance Signs		1/vehicular	60 SF	1.25	75 SF	1.33	100 SF	15 FT	Backlight or White Light	10 FT	Freestanding	15 FT
					2 (for centers over 1 million sf)								
Arcoia Center CSP ZMOD 2008-0007	Community ID Entrance Sign 1 (Evergreen Mills Road)	28 SF	1/community entrance	28 SF				320 SF	6'6"	Ground Mounted Lights may be permitted		Freestanding	15 FT
Arcoia Center CSP ZMOD 2008-0007	Community ID Entrance Sign 3 (Dulles South Parkway North)	16 SF	Piers on both sides of road, 1 sign/road and driveway frontage	4 SF				24 SF	7'6"	Ground Mounted Lights may be permitted		Freestanding	15 FT
Arcoia Center CSP ZMOD 2008-0007	Primary Shopping Center ID Sign (Dulles South Parkway)	280 SF	2/vehicular entrance	108 SF (94 SF per side)				315 SF	15'6"	Ground Mounted Lights may be permitted	Per Code	Freestanding	22'6"
Arcoia Center CSP ZMOD 2008-0007	Secondary Shopping Center ID Sign (Dulles South Parkway and along Evergreen Mills Road)	198 SF	Up to 2/vehicular entrance (Maximum of 7)	28 SF				191 SF	6'6"	Ground Mounted Lights may be permitted	Per Code	Freestanding	15 FT
East Gate Marketplace ZMOD 2006-0017	Community Entrance Primary		1	66 SF				1083 SF	7 FT 4 IN	Ground Mounted uplighting	5 FT	Ground Mounted	7 FT 4 IN
East Gate Marketplace ZMOD 2006-0017	Entrance Secondary		1	233 SF / side 506 total				683 SF	17 FT 8 IN	Ground Mounted uplighting	5 FT	Ground Mounted	17 FT 8 IN
East Gate Marketplace ZMOD 2006-0017	Entrance Secondary		1	2 SF / side 4 SF total				160 SF	5 FT 9 IN	Ground Mounted uplighting	5 FT	Ground Mounted	5 FT 9 IN
East Gate Marketplace ZMOD 2006-0017	Entrance Secondary	24 SF	3	2 SF / side 4 SF total				16 SF	5 FT 9 IN	Ground Mounted uplighting	5 FT	Ground Mounted	5 FT 9 IN
East Gate Marketplace ZMOD 2006-0017	Entrance Secondary												2 sided, entrance East Gate Drive

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign			Ground Mounted Background Structure		Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
East Gate Marketplace ZMOD 2008-0017	Entrance Secondary (p) (PD-CQ(C)(A)(R)(C)) Planned Development Small Regional Center and Regional Center-Tenant Signs (Freestanding Building with over 4000 SF floor area)	120 SF	1 1/grade no more than 3 signs	101 SF / side 202 SF total 20 SF 60 SF building mounted	1.5	30 SF	1.5	298 SF	14 FT	Ground Mounted uplighting Backlight	5 FT 10 FT	Ground Mounted Freestanding Building Mounted	14 FT 15 FT	2 sided: entrances on East Gate Drive
Arcola Center CSP ZMOD 2008-0007	Freestanding Building with more than 15,000 SF and up to 20,000 SF	205 SF	1/grade entrance of building and rear elevation	144 SF 20 SF						Backlight	Per Code	Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	Freestanding Building with more than 20,000 SF and up to 50,000 SF	200 SF	1/grade entrance of building and rear elevation	170 SF 64 SF						Backlight	Per Code	Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	Freestanding Building with more than 50,000 SF and up to 100,000 SF	370 SF	1/grade entrance of building and rear elevation	190 SF						Backlight	Per Code	Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	Freestanding Building with more than 100,000 SF	420 SF	1/grade entrance of building and rear elevation	216 SF 50 SF						Backlight	Per Code	Building Mounted	Roofline	
East Gate Marketplace ZMOD 2008-0017	Building Mounted - a, h, i, j, k, l	200 SF / tenant	3 / tenant	100 SF / sign						Intensely Illuminated		Building Mounted	Roofline	
	(h) (PD-CQ(C)(A)(R)(C)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In-Line Structure with up to 4000 SF floor area)	60 SF	1/grade entrance of building	30 SF						Backlight		Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	In-Line structure with less than 5,000 SF	280 SF	1/grade of public entrance of building	36 SF						Backlight		Building Mounted	Roofline	
	(i) (PD-CQ(C)(A)(R)(C)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In-Line Structure with 4001 - 15000 SF floor area)	100 SF	1/grade entrance of building	60 SF						Backlight		Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	In-Line structure with more than 5,000 SF and less than 15,000 SF	106 SF	1/grade public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
	(j) (PD-CQ(C)(A)(R)(C)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In-Line Structure with over 15000 SF floor area)	200 SF	1/grade entrance of building	60 SF						Backlight		Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	In-Line Structure more than 15,000 SF and up to 20,000 SF	205 SF	1/grade entrance of building and rear elevation	144 SF 64 SF						Backlight		Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	In-Line Structure more than 20,000 SF and up to 50,000 SF	300 SF	1/grade entrance of building and rear elevation	170 SF 64 SF						Backlight		Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	In-Line Structure more than 50,000 SF and up to 100,000 SF	421 SF	1/grade entrance of building	192 SF						Backlight		Building Mounted	Roofline	

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
Alcoda Center CSP ZMOD 2008-0007	In-Line Structure more than 100,000 SF	590 SF	1/2 side and rear elevation No more than 5 total	115 SF 278 SF						Backlight		Building Mounted	Freeline	